**GENERAL INFORMATION**

**Program sponsor:** Princeton Environmental Institute  
**Position number:** E1BOX1  
**Project title:** Solar Market Strategy Internship - Business Development  
**Organization/research group:** BoxPower Inc.  
**Primary location(s) of internship:** Grass Valley, CA  
**Additional cities and/or countries to be visited (if applicable):** Washington D.C., San Juan Puerto Rico

*Note:* If this internship is located in a country with an International SOS risk rating of High or Extreme, final candidates must participate in a travel review process overseen by the Travel Oversight Group (TOG), and obtain safety guidance prior to departure. The University reserves the right to revoke support and funding for travel at any time there has been a significant deterioration in the safety and security conditions surrounding travel arrangements, or in the sector of the country, or countries, where travel is to occur.

**FACULTY SPONSOR(s)/HOST INFORMATION**

**Name(s):** Angelo Campus  
**University Department(s):** Environmental Entrepreneurship  
**E-mail:** angelo@boxpower.io  
**Phone:** (530) 802-5477  
**Website:** www.boxpower.io

**INTERNSHIP/RESEARCH PROJECT INFORMATION**

**Internship/project description:**  
BoxPower Inc. manufactures prefabricated solar microgrids in 20 foot shipping containers as a reliable and cost-effective alternative to diesel generators, which are responsible for 8% of global greenhouse gas emissions. BoxPower is accepting applications for an interdisciplinary team of interns to work collaboratively on a ‘new-market-entry-strategy’, including the technological, financial, cultural, and logistical requirements for entry into new solar markets. Responsibilities will include market research and selection, product management and development, financial modeling, customer surveying, and relationship building, as well as presentation and pitch formulation. The end result will be a formal go-to-market strategy document, with accompanying presentation and PowerPoint pitch outlining the opportunity, challenges, and actionable milestones.

**Student's role and responsibilities:**  
BoxPower’s Business Development Intern will work alongside BoxPower’s founder and CEO Angelo Campus (Pton ’15) to identify, profile and contact key market stakeholders. Responsibilities will include:  
Identifying and documenting key market stakeholders, including customers, channel partners, financiers, regulatory gatekeepers, and competitors.  
Researching, investigating, and documenting market stakeholder roles, relevance, capabilities, and leverageable desires. Formulate strategies to effectively sell-to, collaborate, differentiate, partner-with, or circumvent market stakeholders. Responsible for the formulation and presentation of the New Market Sales Strategy.
Internship/project learning objectives:
How do you collect valuable information about a prospective customer’s needs and desires? Why is ‘teaching’ the most important aspect of any negotiation? How do you leverage relationships and channel partners to overcome market barriers? These are just a few of the questions that a Business Development intern will explore alongside BoxPower’s founder, Angelo. Additional learning objectives will include:
Customer discovery, surveying, and relationship building tactics. Effective negotiation skills, interviewing techniques, and active listening. Research and formulation of a culturally relevant sales strategy.
Implementation and management of a “Challenger Sale” model.

PROGRAM REQUIREMENTS

Academic background and any course pre-requisites:

Technical skills:
Graphic design, PowerPoint presentations, social media communications. Public speaking, formal negotiations, navigating professional environments. Sales interactions, cold-calling, networking.

Additional training(s):

Equipment (if applicable):
All students must bring a laptop. Car recommended but not required.

Physical demands:
None required, but we are located in the mountains surrounded by incredible hiking, swimming, and rock-climbing destinations.

Language abilities/competencies (if applicable): (not required, but helpful) French, Spanish, Chinese

Additional information about the internship/project:
Join us in bringing affordable, reliable renewable energy to underserved communities around the world. Selected student will need to complete workplace safety training prior to the start of the internship.

INTERNATIONAL TRAVEL REQUIREMENTS (if applicable)

Visa(s) required? Yes ☐ No ☑
Research permit/pass required? Yes ☐ No ☑
Immunizations required? Yes ☐ No ☑

INTERNSHIP/PROJECT SUPERVISOR(S)

Name and title of primary supervisor: Anderson Barkow, VP of Finance
Email: anderson@boxpower.io Phone: 1-406-570-5780

Name and title of additional supervisor: Michele Nesbit, VP of Engineering
Email: michele@boxpower.io Phone: 1-530-277-3038

PROGRAM DATES AND FUNDING INFORMATION

Weekly Stipend: $500
Number of Positions Available: 1
Tentative Start Date (mm/dd/yyyy): 06/01/2018 Number of Weeks: 8-12
Tentative End Date (mm/dd/yyyy): 08/31/2018 Note: PEI funding is for full-time work, 35 hours per week minimum, and for a period of at least 8 continuous weeks.

Application Deadline: January 11, 2019